

THE CLAIMS

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1. A method of doing business on the world wide web, comprising:
providing information on a web site about the repair of various devices wherein a user can click on displayed text or graphics representing a device needing repair, or part thereof needing repair or replacement, whereby information about one or more of the following items is made available to the user: (a) one or more manufacturers or other vendors of the device, (b) one or more models of the device, and (c) one or more parts selected by the user as needing repair or replacement; and
deriving revenue from making one or more of said items of information available by one or more of the following activities: (a) direct sale of replacement devices or parts to the user, (b) obtaining referral fees or commissions from a manufacturer or other vendor of the device or part, or (c) gathering consumer information from the user's activities on the web site.
 2. The method of Claim 1 wherein the displayed information is presented as a result of clicking on information about the device needing repair in the form of photographic or other illustration of the device or part.
 3. The method of Claim 2 wherein the information made available to the user is a list of manufacturers.
 4. The method of Claim 3 wherein the user can obtain information about the part needing repair or replacement by clicking one of the manufacturers in the list
 5. The method of Claim 4 wherein the user is directed to a web site of the manufacturer.

6. The method of Claim 5 wherein the web site of the manufacturer is its site home page.

7. The method of Claim 5 wherein the web site of the manufacturer is a site page on which information on the part is displayed.

8. The method of Claim 6 wherein the web site of the manufacturer is a site page specifically set up to receive referrals from another web site and to compensate the owner of the referring web site.

9. The method of Claim 1 wherein the displayed information is presented as a result of clicking on information of a part of the device needing repair or replacement in the form of photographic or other illustration of the part and information about one or more manufacturers or other vendors of the device part is displayed

10. The method of Claim 9 wherein the user purchase the part needing repair or replacement by clicking one of the manufacturers in the list whereby the user is directed to an order page.

11. An internet web site, comprising:
a plurality of web site pages providing information about the repair of various devices wherein a user can click on displayed text or graphics representing a device needing repair, or part thereof needing repair or replacement, whereby information about one or more of the following items is made available to the user: (a) one or more manufacturers or other vendors of the device, (b) one or more models of the device, and (c) one or more parts selected by the user as needing repair or replacement; and
clickable regions on one or more of the web site pages enabling revenue to be derived from making one or more of said items of information available by one or more of the following activities: (a) direct sale of

replacement devices or parts to the user, (b) obtaining referral fees or commissions from a manufacturer or other vendor of the device or part, or (c) gathering consumer information from the user's activities on the web site.

5 12. The web site of Claim 11 wherein the displayed information is presented as a result of clicking on information about the device needing repair in the form of photographic or other illustration of the device or part.

10 13. The internet web site of Claim 12 wherein the information made available to the user is a list of manufacturers enabling the user to obtain information about the part needing repair or replacement by clicking one of the manufacturers in the list

15 14. The internet web site of Claim 12 wherein the information made available to the user is a list of manufacturers enabling the user to obtain information about the part needing repair or replacement by clicking one of the manufacturers in the list by being directed to a web site of the manufacturer.

20 15. The internet web site of Claim 14 wherein the web site of the manufacturer is its site home page.

25 16. The internet web site of Claim 14 wherein the web site of the manufacturer is a site page on which information on the part is displayed.

17. The internet web site of Claim 15 wherein the web site of the manufacturer is a site page specifically set up to receive referrals from another web site and to compensate the owner of the referring web site.

30 18. The internet web site of Claim 11 wherein the displayed information is presented as a result of clicking on information of a part of the device needing

repair or replacement in the form of photographic or other illustration of the part and information about one or more manufacturers or other vendors of the device part is displayed, the user being able to purchase the part needing repair or replacement by clicking one of the manufacturers in the list whereby the user is directed to an order page.

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